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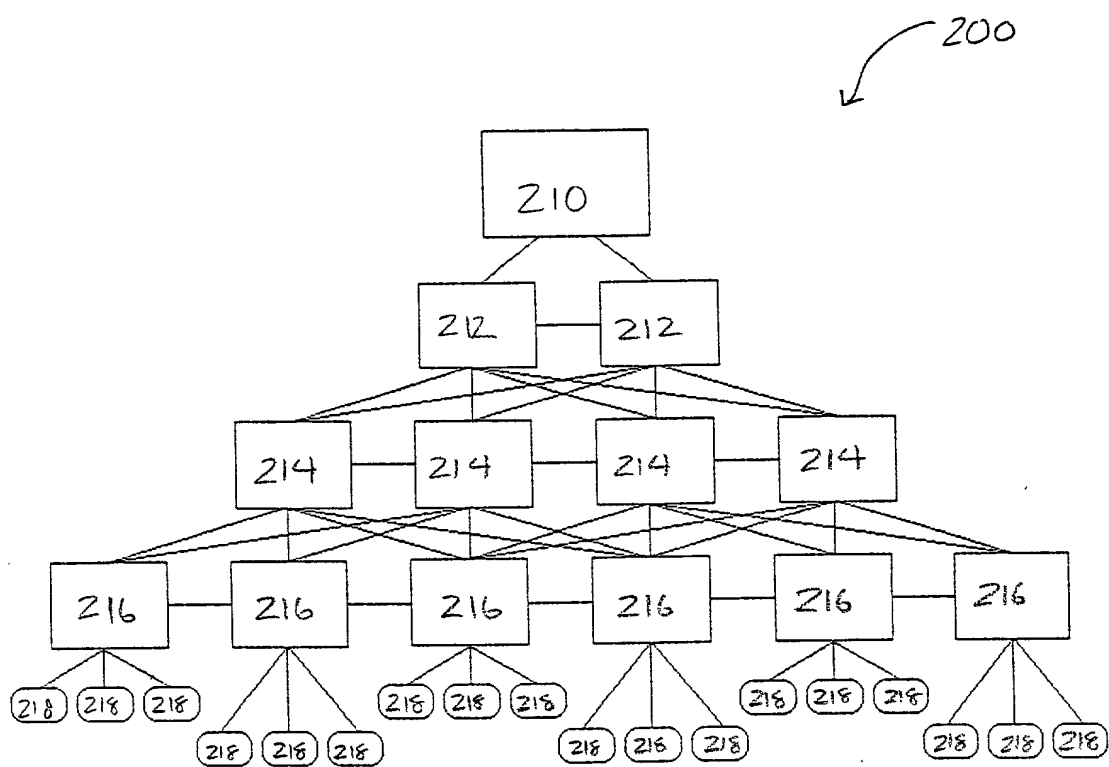


FIG. 2

Information Network on the Internet

The diagram illustrates the architecture of a search engine, showing the flow from initial query entry points to search results and website information.

Initial Query Entry Points: These are the starting points for a user's search:

- Enter precise domain name or URL
- Direct link via a Bookmark, member Website, or link from outside of Network

Search Engine(s): The central component, which includes:

- Internal or External Search Algorithm
- Database of Websites & Webpages
- Ranking of Results

Search Results: The output of the search engine, which leads to:

- Choice

Websites & Webpages [Information]: The final destination of the search process, which includes:

- Additional links are possible (indicated by a bracket and the text "(n)")
- Website (represented by a solid black circle)
- Website or Redirect (represented by an open circle)

Website Design Elements: Factors that influence search rankings and internal links:

- Influence search rankings
- plurality of internal links
- domain name choice
- content & keyword use
- other criteria

Domain Names (plurality): Information mined from a database, representing categories, registered, owned, or leased, and a lexicon / reserve pool.

Registration of Websites with Search Engines: A process that feeds into the Search Engine(s).

FIG. 3

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